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HILTON ORLANDO CELEBRATES ONE-YEAR ANNIVERSARY WITH LABOR DAY SPECIALS

Award-winning resort offers discounted rates and numerous onsite perks from Sept. 1 -6

ORLANDO, Fla. – (August 5, 2010) – To celebrate its first birthday, your average hotel might offer guests a free cot with a couple extra mints under the pillow. The Hilton Orlando, on the other hand, is inviting guests to celebrate its one-year anniversary this Labor Day weekend with a bigger-than-your-average birthday bash. Featuring six-days of spectacular giveaways, \$89-per night room rates and daily food and beverage specials, the Hilton Orlando is inviting guests to celebrate the first year anniversary in V.I.P. fashion.

The Hilton Orlando has plenty to celebrate. In less than 365 days, the rookie hotel has achieved all-star status and received industry-leading accolades such as the prestigious AAA Four Diamond rating for displaying exemplary levels of hospitality, service and attention to detail. With comprehensive spa offerings, a quickly-gained reputation as a popular wedding destination, and a steakhouse revered for serving the “best steaks in Orlando”, the hotel has earned its bragging rights. The resort has also hosted local events such as the Headdress Ball, received a 99 percent recommendation rate by guests on Hotels.com, was listed as one of the “Best 10 Orlando Hotels” on About.com and currently sits at number 15 of 347 Orlando hotels in the TripAdvisor.com rankings.

“Our entire staff has worked so hard to achieve so much in our first year, it is fitting that we are celebrating our one year anniversary over Labor Day,” said Hilton Orlando General Manager Doug Gehret. “While some hotels might inform its guests about an upcoming milestone, the Hilton Orlando is happy to be able to offer an affordable way for our guests to celebrate this extravagant birthday bash with us.”

In honor of the special occasion, the hotel will be giving away a host of prizes throughout Labor Day weekend. Featured items include gift certificates to the hotel's dining outlets and a Hilton Serenity Package, (equipped with mattress, box spring, frame, sheet set, four pillows and duvet cover). At the end of the week one lucky winner will receive an all-inclusive luxury package

featuring a complementary Signature Suite including a King Master Bedroom for 2 nights, a luxurious couples massage (available in a private cabana), dinner for two at Spencer's and a Private Signature Suite breakfast for two each morning.

In addition to the numerous giveaways, daily specials will be available in The Spa and at the property's various on-site dining options. From \$1 cupcakes at The Marketplace to \$1 domestic draft beers at Tropics Bar and Grill, there are plenty of options to keep both the belly and wallet full. Also known for its fine dining options, the Hilton Orlando's Spencer's for Steaks and Chops and David's Club Bar & Grill will feature daily dinner menu specials throughout the promotion.

The Spa will offer dramatic discounts on luxurious treatments from its menu. And in true birthday fashion, each night guests are invited to enjoy complimentary s'mores by the fire pit.

To view a list of each day's prizes and onsite specials, visit <http://www.thehiltonorlando.com/our-hotel/hotel-events/index.cfm>.

To book Labor Day reservations and for more information about the Hilton Orlando, visit www.thehiltonorlando.com.

About Hilton Hotels

Hilton Hotels is the stylish, forward-thinking global leader of hospitality that welcomes guests in more countries than any other full-service hotel brand. The Hilton brand currently includes more than 530 hotels and resorts in 76 countries, and plans to serve travelers in 80 countries by the end of 2011. By offering innovative products, services and amenities, Hilton enables travelers to be at their best 24/7, whether traveling for business or leisure. Start your journey at www.hilton.com.

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Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 91 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,600 hotels and 599,000 rooms in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®. For more information about the company, visit www.hiltonworldwide.com.

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